

Case Study: National Factory Outlet Retailer Utilizes Geo-Proximity Targeting to Drive Black Friday Traffic

The Objective: To drive in-store traffic for special Black Friday promotions, the factory outlet and clearance division of a national athletic footwear brand sought to identify prospective buyers within a specified distance of designated store locations. Direct mail was the client's channel of choice, but given their complex geography and extensive list of targeting criteria, they had yet to meet their volume goals.

The Solution:

For their upcoming Black Friday promotion, the client provided AccuData Integrated Marketing with eleven geographically-based target markets in the United States and Canada that included specified distances from each store location. Using the multi-radius functionality within SourcePlus, AccuData's proprietary multi-source list selection technology, the locations were plotted, keyed accordingly, and then the distance criteria was applied.

In addition to the client's geography, AccuData leveraged a combination of detailed demographic and psychographic data attributes from leading compiled consumer databases to target the client's desired audience:

- Female Head of Household
 - Presence of Children
 - Household Income
 - Interests in Exercise and/or Sports
 - November Buying Activity
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The Outcome:

Through the utilization of in-house technologies, AccuData was quickly able to identify and produce a well-targeted direct mail audience of just over 300,000 names, which exceeded the client's volume goal and had not previously been available through single-source list solutions.

There were two compelling factors that the client was able to appreciate when using AccuData's geo-proximity capabilities:

- Drive-time radius counts could be processed from multiple store locations in one simple step, which significantly decreased production time
- The available counts in smaller target markets increased significantly over those of single source providers when SourcePlus was used



AccuData's SourcePlus

SourcePlus is a sophisticated list selection technology that seeks unique records among the nation's leading consumer files. With SourcePlus, instead of mailing only to the consumers on your preferred list, multiple data sources can be tapped to identify new, fresh records that could be more receptive to your messaging and offers. SourcePlus uses your geographic and demographic criteria to identify unique records within leading, compiled direct marketing files resulting in a typical volume increase of up to 20% over a single-source list.

- 347 million B2C records
- 10 – 20% lift over the original data source
- 20% or more matches on data enhancement over single source data